

## Message Text

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AMEMBASSY BONN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

UNCLAS USBERLIN 1503

COMMERCE FOR OIM/WE HEISER, BONN ALSO FOR AGATT

E.O.11652: N/

TAGS: BEXP, BBSR,EALR, EINV, EPAP, GW, WB

SUBJECT: BURGER KING CORPORATION INVESTS IN WEST BERLIN

REF: 10 FAM 948.4

1. SUMMARY: BURGER KING CORPORATION OF MIAMI, WHOLLY-OWNED SUBSIDIARY OF PILLSBURY OF MINNEAPOLIS, PALNS INVESTMENTS IN WEST BERLIN OVER NEXT FIVE YEARS TOTALLING 10 MILLION DM, NEARLY FOUR MILLION DOLLARS. KICK-OFF PROGRAM AND PRESS CONFERENCE WER HELD HERE JULY 15 AT FIRST FACILITY ON KURFUERSTENDAMM IN HEART OF BUSINESS DISTRICT. GRAND PUBLIC OPENING IN SCHEDULED FOR AUGUST 15, 1976. ADDITIONAL RESTAURANTS ARE PLANNED AT TEGEL AIRPORT AND ELSEWHERE IN DOWNTWON BERLIN IN NEAR FUTURE. THERE IS POSSIBILITY THA GERMAN OPERATIONS AMY E EXPANDED TO FRANKFURT, HAMBURG AND DUESSELDORF. BURGER KING IS FIRST HIGH-PROFILE AMERICAN BUSINESS INVESTMENT IN BERLIN IN RECENT PAST AND REPORTS ACTIVE ENCOURAGEMENT FROM BERLIN SENAT. END SUMMARY.

2. A PRIVATE OPENING FOR INVITED GUESS AND PRESS COPRS JULY 15 ATTENDED BY MINISER AND MRS. GEORGE AND MEMBERS OF COMMERCIAL UNIT, BURGE KING CORPORATION OF MIAMI, FLORIDA MADE PUBLIC ITS PLANS TO INVEST OVER FOUR MILLION DOLLARS IN WEST BERLIN ECONOMY  
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OVER NEXT FIVE YEARS. FIRST RESTAURANT, CENTRALLY LOCATD ON

KURFUERSTENDAMM AT CORNER OF MEINECKESTRASSE ACROSS FROM HOTEL KEMPINSKI IN DOWNTOWN BERLIN BEGAN OPERATIONS LAST WEEK. OTHER FACILITIES WILL BE BUILT AT OTHE END OF KURFUERSTENDAMM AND NEAR ACCESS ROAD TO TEGEL AIRPORT. IF BERLIN OPERATIONS PROVEE SUCCESSFUL, BURGER KING PLANS EXPANSISON IN OTHER GERMAN CITIES SUCH AS FRANKFURT, HAMBURG AND POSSIBLY DUESSELDORF.

3. IN GERMAN BURGER KIG COPORATION OF MIAMI WILL BE REPRESENTED BY TWO AFFILIATED ORGANIZATON BURGER KING GMBH BERLIN AND BURGER KING NORDDEUTSCHLAND, HEADQUARTERED IN HAMBURG. EACH OF LATTER COMAPNIES HAS A 1.5 MILLION DM INVESTMENT IN BURGER KING HOLDING GMBH, AN INTERNATONAL DIVISION OF BURGER KING MIAMI. THEIR CAPITAL SHARES ARE EXPECTED TO GRWO AS BURGER KNG EXPANDS OPERATIONS IN GERMAN MARKET.

4. COMMENT: BURGER KING'S INTERNATIONAL MANAGER TOLD MISSION OFFICERS THAT MIAMI CORPORATE HEADQUARTES CHOSE BERLIN AS STARTING POINT IN GERMANY DUE TO CITY'S REPUTATION AS TEST MARKET FOR FOOD PRODUCTS, RECEPTIVENESS OF LOCAL POPULATION AND ENCOURAGEMENT FROM BERLIN SENAT. KURFUERSTENDAMM FACILITY, IN HIGH-PROFILE LOCATION, IS FIRST AMERICAN INVESTMENT OF THAT KIND IN BERLIN'S ECONOMY IN RECENT PAST. GEORGE

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